

The Effect Of Service Quality On Consumer Satisfaction At Umkm Bengkel Lestari Temas Batu

Asep Dana Saputra¹, Sudarmiati², Wening Patmi Rahayu³

^{1,2,3} Department of Management, Faculty of Economic and Business, Post
Graduate Program, State University of Malang

Corresponding Author : asep.dana.2404139@students.um.ac.id

Abstract

The success of car service implementation is largely determined by the service's ability to meet customer needs and solve problems quickly, accurately, and anywhere. The main focus of automotive companies is the orientation towards customer satisfaction in order to win the increasingly tight competition. In this case, UMKM Bengkel Lestari Temas Batu strives to provide the best service quality through three main dimensions: interaction quality, physical environment quality, and result quality. Interaction quality includes the attitude, behavior, and expertise of service providers, especially in terms of sales, repairs, availability of spare parts, and body repair. Physical environment quality involves ambient conditions, design, and socialization of services that support customer satisfaction. Meanwhile, result quality refers to fast and satisfying service without causing complaints from customers. UMKM Bengkel Lestari Temas Batu strives to improve these three aspects, as reflected in the increasing number of customers using Suzuki cars. Therefore, this study aims to analyze the effect of service quality on customer satisfaction at Bengkel Lestari Temas Batu. The results of this study are expected to provide deeper insight into strategies for improving service quality in order to maintain customer loyalty.

Keywords: Service Quality, Customer Satisfaction, Car Repair Shop

INTRODUCTION

The key to the success of car service is a service that can meet and answer all customer needs and problems at any time, anywhere and in any condition quickly and precisely. Therefore, every company engaged in the automotive sector is required to

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IJEBIR, Volume 03 Issue 06, 2024



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place an orientation towards customer satisfaction as the ultimate goal. Today it is increasingly believed that the main key to winning competition in the increasingly tight business world is to provide value and satisfaction to customers for quality and quality service.

Facing increasingly global and competitive competition, every company strives to meet customer needs. In understanding a product marketing, knowledge of customer behavior is needed. Customers are the object of a marketing service activity, so it is necessary to get perfect product service quality.

The demands of service quality required and needed by customers today illustrate the importance of service quality in the form of interaction quality, physical environment quality and result quality. This is needed in order to increase customer satisfaction with the services provided by a company, including one of which is the UMKM Bengkel Lestari Temas Batu which is currently trying to provide quality service in car service activities that satisfy customers as a form of instilling customer loyalty from other competitors engaged in the field of car service.

In the past year, there are indications that UMKM Bengkel Lestari Temas Batu has made efforts to improve the quality of its services, this is indicated by the large number of customers who choose Suzuki cars as products that can be used to meet their driving needs on the road.

Measurement of service quality is adjusted to the variables that support the quality of the service, consisting of interaction quality, physical environment quality and quality of results, so that the public can accept a concrete reality regarding the car service implemented by Bengkel Lestari Temas Batu.

The form of interaction quality introduced by UMKM Bengkel Lestari Temas Batu includes the attitude, behavior and expertise of the party providing the service, especially sales services, repairs in the workshop, availability of spare parts and body repair.

The form of physical environmental quality needs to be demonstrated in fulfilling after-sales service so that every customer feels the form of service provided by UMKM Bengkel Lestari Temas Batu. The service is in the form of *ambient condition* (controlled condition), design and socialization of sales service in fulfilling customer satisfaction.

The form of quality results is a service activity provided to customers without having to sacrifice a long duration of time in the activity. service, physical evidence of fast access services and the level of valence or impression of the service received does not cause criticism and dissatisfaction with the form of service results shown.



These three real forms are facts that need to be considered by decision makers at the Lestari Temas Batu UMKM Workshop in determining the quality of car service to be able to maintain the satisfaction of the service that has been received by customers so that there is no decline that is not in accordance with expectations from the reality obtained.

Based on the description of the background above, the author took the research title Analysis of the Influence of Service Quality on Customer Satisfaction at the Lestari Temas Batu Workshop.

LITERATURE REVIEW

Consumer Satisfaction Concept

Definition of Satisfaction

Customer satisfaction is the level of a person's feelings after comparing the performance / results they feel with their expectations. (Oliver in Supranto, J. 2006: 233). Meanwhile, according to Gerson (Hartono, Indra K. 2002: 12) customer satisfaction is the customer's perception that their expectations have been met or exceeded. So the level of satisfaction is a function of the difference between perceived performance and expectations. If the performance is below consumer expectations, the consumer will be disappointed. If the performance is in accordance with consumer expectations, they will be satisfied. While performance that is excessive with consumer expectations will be very satisfied and happy. Consumer expectations can be formed by past experiences, comments from relatives and promises and information from marketers and competitors. Satisfied consumers will be loyal longer, less sensitive to price and give good comments about the company.

According to Yoeti (Hartono, Indra K. Research domain.co.id 2002: 12) also discusses 3 possible satisfactions related to performance *and* expectations , namely:

- a. Performance is lower than Expectation
If this happens, then the customer says that the service provided is bad, because the customer's expectations are not met or the service is not good, not satisfying the customer.
- b. Performance equals Expectation
Nothing special, the service provided is just ordinary because it has not satisfied customers
- c. Performance is greater than Expectation



Occurs when customer service is good and satisfies customers. Optimal customer satisfaction, when we pay attention to what customers expect and try to exceed customer expectations.

To create customer satisfaction, companies must create and manage a system to acquire more customers and the ability to retain customers. It is not only by lowering low prices but trying to create high customer satisfaction by improving service and also increasing its profitability with other means. Consumers are the only true profit center for product and service companies, to satisfy consumers companies strive to build customer satisfaction value and customer loyalty with traditional organizational charts replaced by modern consumer-oriented organizational charts.

Research Variables	Indicator	Question Sub Items	Scale
1	2	3	4
Service quality (Variable X)	Tangible (Physical Evidence)	1. Neatly arranged and clean (interior) space 2. Comfortable space 3. Good facilities and quality of service 4. The appearance of the officers is clean and neat	Likert 1-5
	Reliability (Reliability)	1. The officer arrived on time 2. The officers provide fast service 3. Officers provide the same service	Likert 1-5
	Responsiveness (Responsiveness)	1. The staff were friendly and polite 2. Officers are responsive in serving 3. Officers are ready to assist consumers who are experiencing difficulties 4. Service officers always listen to / respond to every customer's complaints	Likert 1-5
	Assurance (Guarantee)	1. Officers are always present during service hours 2. Cooperative administration fees are affordable or cheap 3. The presence of trained and trusted officers	Likert 1-5



Research Variables	Indicator	Question Sub Items	Scale
1	2	3	4
		4. Maintaining the security/confidentiality of consumer identity data	
	Empathy (Empathy)	1. The officers provided good attention 2. Officers prioritize consumer interests 3. Officers provide information needed by consumers	Likert 1-5
Customer Satisfaction (Variable Y)		1. Easy and uncomplicated service procedures as desired by consumers 2. Easy and appropriate service requirements as expected by consumers 3. The responsibility of service officers to complete their tasks according to consumer expectations 4. Certainty of service costs as stipulated 5. Security in the service room is guaranteed as desired by consumers.	Likert 1-5

Source: Processed Secondary Data 2024

Data Sources and Types

Data sources were obtained from various types of data with primary data collection instruments using questionnaires, in this case the object of research was the Consumers of UMKM Bengkel Lestari in Temas Batu.

1. Primary Data

Namely direct observation of the things needed as a basis for conducting analysis of the problems faced. What is observed is the quality of employee service towards consumer satisfaction at UMKM Bengkel Lestari Temas Batu. Primary data in this study consists of:

a. Questionnaire

Namely, data obtained through a list of questions that have been prepared by the author for respondents, namely UMKM Consumers of Bengkel Lestari in Temas Batu to be filled in .



b. Literature study

Namely, collecting data by studying problems related to the quality of service and consumer satisfaction being studied, and sourced from guidebooks compiled by experts related to the problems being analyzed.

2. Secondary data

Namely, respondent data that has been processed from the research questionnaire recap.

Research Instruments

The scale used in this study is the *Likert scale*, which is a scale used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. Arikunto (2017 : 214) stated that "for alternative opinions, the alternatives provided are 'strongly agree', 'agree', 'abstain', 'less agree', 'disagree'".

Likert scale in this study is indicated by the answers strongly agree, agree, doubtful, disagree, and strongly disagree. The scoring for each instrument is strongly agree = 5, agree = 4, doubtful = 3, disagree = 2, and strongly disagree = 1. The instrument in this study is a questionnaire.

Before the questionnaire is used to collect primary data, validity and reliability tests are first carried out.

Validity Test

Validity is the level of ability of a research instrument to reveal data in accordance with the problem to be revealed. The level of validity is the level of accuracy of the use of a measuring instrument for a symptom. In other words, the validity used in this study describes the suitability of a data measure with what is to be measured. Validity testing of the list of questions in the questionnaire is carried out to measure how accurately an instrument functions as a measuring instrument. An instrument is said to be valid if the instrument is able to measure what is desired and can capture data from the variables to be studied accurately. The high or low validity of the instrument indicates the extent to which the data collected does not deviate from the description of the intended variable. Testing the validity of the list of questions using the *Product Moment method* with the following formula:

$$r_{xy} = \frac{n \sum xy - \sum x \sum y}{\sqrt{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}}$$

Where:

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r_{xy} : correlation coefficient of variable x and variable y

x: independent variable

y: dependent variable

n: number of samples

The criteria for making decisions about whether a questionnaire is valid or not according to Sugiyono (2014 : 213) are:

- a. If $r_{count} > r_{table}$ then the questionnaire is valid
- b. If $r_{count} < r_{table}$ then the questionnaire is not valid.

The significance level is determined at 5%. If the correlation result is greater than r_{table} at a significance level of 0.05, it means it is valid. The calculation of the reliability coefficient is carried out through the assistance of the *SPSS for Windows release computer program*. 23 .

Reliability Test

Reliability test is used to show the extent to which the measurement results can be trusted in terms of their level of truth, if measurements are taken at different times on the same group of subjects and relatively the same results are obtained (Solimun, 2010). The high or low level of reliability is empirically indicated by a number called the reliability coefficient value.

The results of the reliability test will be expressed in the *alpha coefficient* , which ranges from 0 to 1. The closer to 1 a measuring instrument is, the more *reliable it is* and vice versa. Then Sekaran, (2000) divides the reliability levels with the following criteria: If *alpha* or r_{count} (1) 0.8-1.0 = Good reliability, (2) 0.6 - 0.799 = Acceptable reliability, (3) Less than 0.6 = Poor reliability. As with the validity test, the reliability test is also carried out using the help of the *SPSS for Windows release program*. 23 ,0 .

Population and Sample

Population

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by certain research determined by the researcher to be studied and then drawn conclusions (Sugiyono, 2014: 55). The population in this study were all consumers of Bengkel Lestari in Temas Batu.



Sample

A sample is a portion of the number and characteristics possessed by the population (Yani, 2015: 56). In this study, the consumers of Bengkel Lestari in Temas Batu were selected. Sampling was carried out using the *Purposive Sampling method*, namely data collection by distributing questionnaires. done intentionally to obtain the desired data.

In this study, the sample size was determined using the Slovin formula (in Umar, 2013 : 146), namely:

$$n = \frac{N}{1 + N.e^2}$$

Where :

n = number of samples

N = population size

E = the percentage of specified or desired accuracy allowance due to sampling error, which is 10%.

With an average number of monthly workshop consumers of 100 people, then based on the Slovin formula, the number of samples for this study is as follows:

$$n = \frac{100}{1 + (100.(0,1^2))} = \frac{100}{1+1} = \frac{100}{2} = 50$$

research sample

Data collection technique

Data collection techniques used in this study include:

1. Questionnaire

A questionnaire is a number of written questions used to obtain information from respondents. Researchers use this technique to obtain data on the variables studied. In this study, researchers used direct and closed questionnaires in the form of rating-scale, where the list of questions was responded to directly by the respondents themselves by choosing the answers that were already available. Before compiling the questionnaire, a concept of a measuring instrument was first made that was in accordance with the research being conducted. The concept of this measuring instrument is in the form of a questionnaire grid. The questionnaire grid is then described into variables and indicators, then used as a basis and guideline in compiling question items or questions as research instruments. The questions asked must be in accordance with the aspects stated in the

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grid that has been prepared. To determine the value of the questionnaire answers from each question asked with a modification of the Likert scale.

2. Documentation

Documentation is a way to find employee data , things or variables in the form of notes, books, newspapers, magazines, minutes, ledgers, inscriptions, agendas" (Suharsimi Arikunto, 2017 : 188). This method is used to obtain data about the general description of the research location.

DISCUSSION

Based on the results of data processing, it was found that service quality has a positive and significant effect on consumer satisfaction. This is evidenced by the results of the regression analysis which shows a significance level of 0.012, which is less than the error tolerance limit of 0.05 and the b value of the service quality variable is 0.584. This shows that the hypothesis that service quality has an effect on consumer satisfaction is fulfilled. Thus, H1 is supported by the data.

These results support previous research by Rahadi Fitra Nova (2010) in his research on the Influence of Service Quality on Inpatient Satisfaction at PKU Muhammadiyah Surakarta Hospital, Sebelas Maret University, Surakarta, Faculty of Economics. This study aims to determine the level of conformity between inpatient expectations and the quality of health services and to determine the quality of service on inpatient satisfaction at PKU Muhammadiyah Surakarta Hospital. The study clearly proves that employee service quality has a major influence on consumer satisfaction.

This is also in accordance with the theory of satisfaction which states that customer satisfaction is the level of a person's feelings after comparing the performance / results they feel with their expectations. (Oliver in Supranto, J. 2006: 233). Meanwhile, according to Gerson (Hartono, Indra K. 2002: 12) customer satisfaction is the customer's perception that their expectations have been met or exceeded. So the level of satisfaction is a function of the difference between perceived performance and expectations. If the performance is below consumer expectations, the consumer will be disappointed. If the performance is in accordance with consumer expectations, they will be satisfied. While performance that is excessive with consumer expectations will be very satisfied and happy. Consumer expectations can be formed by past experiences, comments from relatives and promises and information from marketers and competitors. Satisfied



consumers will be loyal longer, less sensitive to price and give good comments about the company.

And based on Philip Kotler's theory (2004 : 561) has identified five dimensions of characteristics used by consumers in evaluating service quality. The five dimensions are Reliability, namely the ability to carry out promised services accurately and reliably, Responsiveness, namely the ability to help customers and provide responsive service Guarantee, namely the knowledge and politeness of employees and their ability to generate trust and confidence, Empathy, namely the requirement to care, provide personal attention to consumers and Direct evidence (Tangibles) namely including the appearance of physical facilities, equipment, employees and communication media.

Of the five indicators in this study, the following can be explained in the summary of the questionnaire data:

Table 4.11 Total Influence SEQ Tabel * ARABIC Is 1 Value

TOTAL VALUE	INDICATOR
193	TANGIBLE
145	RELIABLE
194	RESPONSIVENESS
190	ASSURANCE
142	EMPATHY

Source: processed primary data, 2024

It can be seen that the Responsiveness indicator has a higher total influence value compared to other indicators, which is 194, then the next is the tangible indicator (physical evidence). At UMKM Bengkel Lestari, responsibility (*responsiveness*) is the most important, namely the speed of employee service to the desires and needs of consumers at UMKM Bengkel Lestari which is the main target, so that consumers are interested in becoming members of UMKM Bengkel Lestari Temas Batu.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The results of the study on the influence of service quality on consumer satisfaction of the Bengkel Lestari Temas Batu UMKM , can be concluded as follows:



1. It was found that the magnitude of the influence of the service quality variable on the consumer satisfaction variable can be seen from the magnitude of the correlation of all items of the variable statements having $r_{count} > r_{table}$ with $r_{table} = 0.235$ and declared reliable if it has $r_{count} > r_{table}$ with a reliability coefficient of $r_{table} = 0.60$. All items are declared valid and reliable.
2. The regression equation is obtained $Y = 6.945 + 0.584 X$, meaning that the independent variable, namely service quality, has a positive effect on consumer satisfaction. If the independent variable increases, the dependent variable also increases and if the independent variable decreases, the dependent variable also decreases.
3. UMKM Bengkel Lestari Temas Batu employees has a positive effect on customer satisfaction, meaning that if the level of service quality increases or gets higher, the level of customer satisfaction at Bengkel Lestari Temas Batu will also increase or get higher.
4. It can be seen that the Responsiveness indicator has a higher total influence value compared to other indicators, namely 194, then the next is the tangible indicator (physical evidence) of 193.

Suggestion

Based on the conclusions above, the researcher provides the following suggestions:

1. For the management of UMKM Bengkel Lestari Temas Batu, they should maintain the services that have been provided to consumers. And continue to strive to improve services to be even better. So that consumers remain satisfied and can make consumers have high loyalty to Bengkel Lestari Temas Batu.
2. From the results of the Total Influence Value, it can be seen that the Empathy indicator has the lowest total influence value of 142. Therefore, the empathy value of employees at the Bengkel Lestari Temas Batu UMKM needs to be improved again through coaching and direction that is in the form of a sense of belonging to the members of the Bengkel Lestari Temas Batu.

For UMKM, Bengkel Lestari Temas Batu should remain open to receiving criticism and suggestions from various parties, so that it can accommodate and improve matters complained about by consumers in order to provide satisfaction according to what consumers expect.



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